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The new edition of a classic text about advertising creativity: how to find great ideas and express them freshly and powerfully. A classic text now in a new edition, George Felton ' s Advertising: Concept and Copy is an innovative approach to advertising creativity. It covers the entire conceptual process, from

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developing smart strategy to executing it with strong ads—from what to say to how to say it. Part 1, *Strategies*, operates on the premise that the idea beneath an ad's surface determines its success. This first section shows how to research products, understand consumer behavior, analyze audiences, and navigate marketplace realities, then how to write creative briefs that focus this strategic analysis into specific advertising objectives. Part 2, *Executions*, explains how to put strategy into play. It discusses the tools at a copywriter's command—creating a distinctive brand voice, telling stories, using language powerfully and originally—as well as the wide variety of media and advertising genres that carry and help shape messages. But great executions are elusive. So Part 3, the *Toolbox*, gives advice about how to think creatively, then presents an array of problem-solving tools, a series of techniques that advertisers have used repeatedly to produce exceptional work. In brief, this book shows how to find strong selling ideas and how to express them in fresh, memorable, persuasive ways. The new edition features greatly expanded discussions of guerrilla advertising, interactive advertising, brand voice, storytelling, and the use of social media. Hundreds of ads in full color, both in the book and on an accompanying Web site, demonstrate the best in television, radio, print, and interactive advertising. *Advertising: Concept and Copy* is the most comprehensive text in its field, combining substantial discussion of both strategy and technique with an emphasis on the craft of writing not found elsewhere. It is truly a writer's copywriting text.

Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout help the reader judge their own work and that of others. By getting to the heart of

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the creative process in a way that other guides don't, the book can help anyone produce better advertising. This new edition features a thoroughly revised and updated chapter on interactive advertising, with new exercises and some thirty new illustrations. 'Invaluable' Creative Review 'Enormously encouraging, practical and entertaining. If this book could stand in front of a class (of creative students) and talk, I'd be out of a job.' Tony Cullingham, Course Director, The Watford Creative Advertising Course, West Herts College

The classic guide to creative ideas, strategies, and campaigns in advertising, now in a revised and updated third edition. In creative advertising, no amount of glossy presentation will improve a bad idea. That's why this book is dedicated to the first and most important lesson: concept. Structured to provide both a complete course on advertising and a quick reference on specific industry topics, it covers every aspect of the business, from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media. This edition has been updated to include expanded chapters on interactive advertising and integrative advertising, a new chapter on branded social media, and fifty specially drawn new roughs of key campaigns. Pete Barry outlines simple but fundamental rules about how to "push" an ad to turn it into something exceptional, while exercises throughout help readers assess their own work and that of others. Fifty years' worth of international, award-winning ad campaigns—in the form of over 450 "roughs" specially produced by the author, fifty of which are new to this edition—also reinforce the book's core lesson: that a great idea will last forever.

The inspiring, life-changing bestseller by the author of **LEADERS EAT LAST** and **TOGETHER IS BETTER**. In 2009, Simon Sinek started a movement to help people become more inspired at work, and

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in turn inspire their colleagues and customers. Since then, millions have been touched by the power of his ideas, including more than 28 million who 've watched his TED Talk based on START WITH WHY -- the third most popular TED video of all time. Sinek starts with a fundamental question: Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who've had the greatest influence in the world all think, act, and communicate the same way -- and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals:

- How to get a job in advertising
- How to choose an agency for your product
- The secrets behind advertising that works
- How to write successful copy—and get people to read it
- Eighteen miracles of research
- What advertising can do for charities

And much, much more.

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the

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original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

This text analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building and maintaining strong brands - the lifeblood of any long-term marketing campaign. Recommendations for developing better advertising are included.

How John Wrote the Book of Revelation is the first of its kind, and introduces genetic literary reconstruction to Biblical studies. It enables the reader to produce prior drafts of Hebrew and Christian Scriptures, thereby allowing the reader to apply the literary science of genetic criticism to a book in the Bible. How John Wrote the Book of Revelation takes the most difficult book to understand in the Christian Scriptures and reveals the sequence in which it was written, from the very first line to the final parallel. This provides the reader, for the first time, with the experience of observing how a Biblical book

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was written, and does this from an intimate perspective, as though they were looking over John's shoulders as he crafted it. *How John Wrote the Book of Revelation* is the first book that teaches the reader how to read Revelation the way it was written. After centuries of blind guess work trying to divine meaning, and weak interpretations of symbols, this book finally presents a clear, precise, and consistent method. It is a guidebook to identify all the rich symbols and their meanings within Revelation. Inside the pages of this book is the all-encompassing theory of construction for the book of Revelation. It includes three prior drafts of the book of Revelation, along with hundreds of charts and illustrations. *How John Wrote the Book of Revelation* is like no other book that has been written before, and sets a new paradigm for all Biblical works.

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

Follows the adventures of Paul Atreides, the son of a betrayed duke given up for dead on a treacherous desert planet and adopted by its fierce, nomadic people, who help him unravel his most unexpected destiny.

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